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## **RBA President Says Community Should Be More Supportive of Kodak**

By: Leah George

Despite several hundred recently announced layoffs, the head of Rochester's Business Alliance said overall, local employment numbers are down from a year ago.

Rochester Business Alliance President and CEO, Sandy Parker, said of the top 100 privately held Rochester firms, many have not just sustained these past three years – they've grown.

Parker said she's cautiously optimistic about the local economy and points to the region's talent base, school systems, and comparatively low housing and healthcare costs as features attractive to firms looking to relocate.

On the heels of Kodak's worse than expected earnings release, Parker said the community should be more supportive of the company than analysts have been.

"I think we we tend to over react with some of the things that they have to do because of Security and Exchange Commission requirements and we shouldn't overreact," Parker said, "They have a plan, they're steady on that plan, and we as a community should support them. It's 7,000 jobs in this community, they're an important economic engine."

Parker said the results of the Rochester Business Alliance's most recent business outlook survey will be released in the next few weeks.

